

YOUR LUCKY DAY



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We've all watched with fascination and excitement when game show contestants get that "one-in-a-million" chance to strike it rich... and win! It is the stuff dreams are made of.

What if you could experience the joy and exhilaration that someone feels when they hear lady luck call their name in the most unlikely places?

YOUR LUCKY DAY brings together the thrill of winning and the element of surprise into every living room in America – where that chance to win big is played out before our very eyes. And that winner could even be you!

THE PREMISE

YOUR LUCKY DAY is a fun, alternative game experience where people across America are randomly chosen while standing in the checkout line, at the car dealer, in the mall, or a variety of other places, to play games and answer trivia questions for a chance to win their purchases, and more.





THE FORMAT

The concept is simple. Each show features three to four contestants – or “Lucky Shoppers” – per episode. In each segment, one of the show’s “Undercover Helpers” randomly selects a contestant at different retail establishments in a single city across the country, where the Host steps up to the Contestant saying the show’s magic words... “It’s **YOUR LUCKY DAY!**”

After being selected, Contestants will have a brief “heart to heart” with the Host, where they will share the nature of the purchase they were about to make before luck stepped in. Examples include a man using all his credit and savings to buy a Ford truck for his new business, a young woman shopping for a wedding gown, and wondering how her and her fiancé are going to afford their honeymoon, or a family purchasing luggage and disclosing they’re going into debt just to enjoy a vacation.

The games played on **YOUR LUCKY DAY** will vary in complexity and subject, and will have a time limit typically between 30-90 seconds.

Some games require teams, such as a family, a couple, or two friends or two complete strangers, others a single contestant to answer questions based upon celebrities, sports figures, television programs, social media trivia and films.

Some questions will ask contestants to place items in categories or arrange items based on a chronological scale, other questions ask contestants to identify the brand of products based on pictures of the product or match pictures to audio clues played for the contestant.

Other games will be based on wordplay, requiring contestants to identify subjects for which the vowels have been removed, titles in which the order of words have been shuffled, or puns and phrases which are displayed in a language other than English.

Some questions will have visual clues placed at the location where the game is played, or questions based on the game’s locale, such as a car dealer will feature questions related to cars. Other games may feature trivia questions based on the city or town the game is played in.



The prizes awarded to the winners of **YOUR LUCKY DAY** will vary in size and value. But no matter the size of the prize, each win will hold special meaning to the winner, in some cases even life-changing... from the woman who's saved her entire life savings to buy a home, to the young boy who's mowed lawns for a year to buy his favorite game system, each win will carry meaningful stakes for the contestants. A few examples of prizes are:

- A Home Depot winner would get what they have in their cart, along with mortgage or rent payments for a full year.
- If they answer all the questions correctly, a Best Buy customer will win their item and a complete home entertainment system.
- A person who is in a car dealership to buy a car, will be approached by the Host, and if they answer the questions correctly, they win a new car.

Win or lose, no contestant ever leaves **YOUR LUCKY DAY** empty handed. All contestants win a bonus prize just for playing, and the bonus prize is revealed to the contestant in a funny and clever way, sometimes presented by a mystery celebrity in disguise, or a text message that leads the contestant on a funny pursuit to claim their prize.

At the end of each show the next destination will be announced. So get out there and shop...

Any time, any place, when you least expect it... it could be **YOUR LUCKY DAY!**





THE HEART OF THE SHOW

It is no mystery: life is tough.

We live in a time where each one of us feels, at a deep and personal level, that no one is watching out for us. That we're alone in the daily struggles we all have, with little time to enjoy the simple things in life.

Rare are those magical moments of serendipity when all of life's hurdles seem to disappear, the moments that give us all hope... where we enjoy the "happy accidents" that only chance can bring.

Chance. It's all that any of us are truly asking for. A chance to live a wonderful life... a chance to win.

Chance is the reason we all love to watch and play games — from sports, to spelling bees, and yes, even game shows.

So what makes **YOUR LUCKY DAY** different from other game shows?

Anyone who has ever watched the film Slumdog Millionaire knows the drama, stakes and excitement that one person playing a game can create for an audience. The film made us feel this way because we cared deeply for the person playing the game.

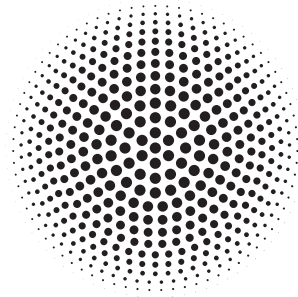
YOUR LUCKY DAY will go to the cities and towns where people live, eat, shop and play, to bring that same level of drama, stakes and excitement... that "chance to win" in a very real, docu-series style.

Each episode of **YOUR LUCKY DAY** will elevate beyond the typical game show and have a profound effect on the fortunes of everyday people who play. For a family shopping for a new car, a father saving up to take his son to a baseball game, or an elderly woman buying her weekly groceries, the chance to win that car, to win season tickets, or have the grocery bill paid for a year, **YOUR LUCKY DAY** will highlight all the thrills and heart-touching emotion that occur when chance meets preparation... and dreams come true.

It's often said that we all "make our own luck." All we need is that chance... for someone to say It's **YOUR LUCKY DAY!**



EVERYBODY WINS!



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